

I claim:

1. A method of forensic digital watermarking comprising:
receiving a media content signal;

selecting an orientation for a forensic digital watermark signal to be embedded in

5 the content signal;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the embedding applies a different orientation to the digital forensic watermark for each instance of embedding the forensic digital watermark.

10 2. The method of claim 1 wherein the orientation is random for each instance of embedding the digital watermark.

15 3. The method of claim 2 wherein the orientation specifies random time segments of the content signal.

4. The method of claim 2 wherein the orientation specifies random frequency bands of the content signal.

20 5. The method of claim 2 wherein the orientation specifies random spatial locations of the content signal.

6. The method of claim 2 wherein the orientation specifies random beginning time alignment of the content signal.

25 7. The method of claim 2 wherein the orientation specifies random beginning frequency alignment of the content signal.

8. The method of claim 2 wherein the orientation specifies random beginning spatial alignment of the content signal.

9. The method of claim 1 including:
 - attempting to detect a digital watermark in the content signal;
 - and in response to detecting a digital watermark, embedding the forensic digital
- 5 watermark at an orientation that does not interfere with the digital watermark.

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